

Faculty of Political and Social Sciences
First Level Specializing Master

Master in Advanced Public and Cultural Diplomacy for International Relations

AA. 2023/2024

VI Edition

Rome, October 2023 – October 2024



ASERI
ALTA SCUOLA DI ECONOMIA
E RELAZIONI INTERNAZIONALI

**Ma
ste
r** Cattolica



**UNIVERSITÀ
CATTOLICA**
del Sacro Cuore



Directors' message

The Master in Advanced Public and Cultural Diplomacy for International Relations (MAPCD) is the first, at European level, to combine four different fields of study: Public Diplomacy and International Relations; Soft Power and Cultural Diplomacy for the global reputation of Countries and Cities and as an effective tool in conflict zones; Global communication for the engagement of worldwide audiences; Business Diplomacy.

Studying Public and Cultural Diplomacy means understanding the increasing

role of non-State actors in international affairs, as well as the strategic influence of culture and digital media in foreign policy. The Master's ambition and goal is to train not only skilled professionals with multidisciplinary competences for the challenging scenarios we are facing today, but most of all, "Citizens of the World" with a vision and a commitment to create bridges across cultures for dialogue and peace building.

Our Students commit to becoming a Force for Good to the World!

Damiano Palano, Director and **Federica Olivares**, Founder and Director
Master in Advanced Public and Cultural Diplomacy for International Relations

Goals

The Master in Advanced Public and Cultural Diplomacy for International Relations (MAPCD) trains professionals to work within international organizations, diplomacy, global companies,

International relations Departments of cities and territories NGOs, cultural institutions and global media.

Participants' profile

The Master in Advanced Public and Cultural Diplomacy welcomes students with a background in international relations, economics, law and humanities, who have a marked interest in international political and cultural dynamics and wish to learn within an international environment with talented students coming from all over

the World. Professional or semi-professional experience in cultural and diplomatic Institutions are very welcome.

The maximum number of admitted students is limited to **25**, in order to ensure high quality learning and interaction with the Faculty.

Placement opportunities

Students who have completed the Master in Advanced Public and Cultural Diplomacy for International Relations are now working in different Countries within various institutions and organizations:

▲ Ministries of Foreign Affairs

- ▲ Ministries of Cultural Heritage
- ▲ International Institutions and Organizations
- ▲ Global Companies
- ▲ Think Tanks and research Institutes
- ▲ Global Consultancy Firms
- ▲ NGOs

Rome: the place to be

Rome is famous in the world for being the Capital of the Arts and Culture. It is also the City with the highest number of embassies, diplomatic institutions and international organizations. Rome is one of the most desired

study destinations globally. Italy and Rome top the List of Best Countries to study abroad. Rome Campus of Università Cattolica hosts more than 6000 students from all over the world.

Curriculum overview

1 st Level - Global Issues and International Relations 15 credits					
Global Issues and International Relations	Democracy and Rule of Law	Issues in International Economics	The Geopolitics of Energy Transition		
2 nd Level - Public and Cultural Diplomacy 28 credits					
Public Diplomacy and Global Engagement	Intercultural Communication in Public Diplomacy	Cultural Diplomacy: Comparative Approaches	Creating Soft Power Value	Nation Branding and Strategic Narratives	Cultural Diplomacy for Reconciliation
3 rd Level - Digital and Business Diplomacy 9 credits					
Digital Diplomacy: New Media in the new Public Diplomacy	Social Media and Global Communication Strategies		Business and Corporate Diplomacy in the Global Environment		
4 th Level - Soft Skills Workshops and Final Project Work 5 credits					
5 th Level - Internships 5 credits					

The Program consists of 3 teaching modules, each including different subjects and lectures from top scholars and professionals, related to the main theme. Each module includes visits to Embassies, international institutions and a project work.

The first level, "Global Issues and International Relations", provides students from different academic backgrounds with a broader overview of global, political, economic, and democratic issues as well as of the impact of energy transition on geopolitics.

In the second level, "Public and Cultural Diplomacy", students will acquire detailed knowledge of public diplomacy and of the challenges and the need for new tools in contemporary diplomacy. Comparative approaches, actors and genres of cultural diplomacy are presented with a broad spectrum of worldwide cases. The need to create soft power value for countries and cities, as well as nation branding strategies and strategic narratives, are taught by major international Faculty members as well as top professionals.

The current social media scenario in new public diplomacy and the need for global communication

strategies are presented through case studies and group exercises. Corporate strategies in the global environment of major corporations are taught through real cases of business diplomacy.

In the fourth level, "Soft Skills Workshops, Group Exercises and Final Project Work", the Master Program puts great emphasis on soft skills training such as communication, teamwork and problem solving. At the end of each teaching module, participants are asked to develop class exercises and field projects in order to assess the acquired knowledge in those areas.

A final project completes the Master Program prior to the Internships and consists of an interdisciplinary assignment oriented toward the analysis of issues related to the subjects and topics studied during the course.

The Master Program is completed with a three month Internship in Italy, hosted by Ministries, Institutions, Foundations and Corporations whose mission and activities are consistent with the Master Program. This gives the students an invaluable opportunity to test and strengthen the knowledge and skills acquired during the course of study.

Alumni



As a classical violinist with a background in classical music, the Master Program in Cultural Diplomacy at Università Cattolica in Rome was a huge eye-opening experience. It helped me to better understand that music can serve as a political act and that it has a political dimension. I became much more aware of the importance of making an effort to champion art without borders, freedom of speech, and democratic values. In fact, music and other art forms can contribute to creating dialogue internationally and getting to shared policies. It is a vital skill for young people as it can be essential in conflict resolution in the years to come. I am forever grateful to all the outstanding faculty members of the program from world-leading academic institutions, for selflessly sharing their knowledge with us and supporting us throughout the academic year”

Milan Berginc, Serbia,
Royal Academy of Music, London

My overall experience as a student of the Master in Cultural Diplomacy has been one of surprise and continuous discovery. My current career as a communication expert and speechwriter at Cassa Depositi e Prestiti Group, requires flexibility and creativity. I leverage the knowledge gained during the Master’s degree but also the numerous soft skills acquired.

The academic experiences have strengthened my skills in working with groups and in public speaking. The varied lectures, visits to embassies, companies and international institutions, allowed me to acquire a broad and comprehensive approach to issues in public diplomacy and communication. The main asset was the possibility to interact with professionals and experts with a relevant background in an informal way, which helped me build a strong international network.

Patrizio De Julis, Italy, Analyst at Gruppo
Cassa Depositi e Prestiti



When people ask me about my experience as a student at the International Master in Cultural Diplomacy, I usually describe it as an exciting journey. The first quality is represented by the multicultural and inspiring context where I had the chance to challenge my ideas about other societies and cultures. The second one by the solid knowledge provided by top academics and international professionals. The third but not least one by the great number of formative experiences. On top of it all, the extraordinary tools, such as strategic mindset, cross-cultural management and communication skills that I have acquired are always with me in my daily working life”.

Maria Agnese Pozzovivo, Italy,
Public Affairs Department, ENI SpA



The Cultural Diplomacy Master was, for me, the unification of a 10 year career spanning the arts, education and production. Moreover, I had an opportunity to expand my network and meet people who will truly be friends and potentially colleagues for many years to come. I turned my internship with the British Council, set up through the Master, into a permanent position and used the skills I'd picked up throughout the course, alongside those I'd developed over the rest of my career, to chart a track back into the industry I really wanted to return to: the arts. The Master gave me the boost of confidence to re-enter this space at a senior position and I'm now working for an organization which I truly respect and which I hope to have a long career with.

Niamh Morgan, United Kingdom, External
Arts Manager at British Council

My experience with the International Master in Cultural Diplomacy was nothing short than amazing, and most importantly it was academically and professionally enriching. Based on the courses delivered, and the professional internship at Res4Africa Foundation in Rome I could follow thanks to this Master course, I can gladly say that my perspective towards the global arena and dynamics have grown enormously and I was able to pinpoint my future career path successfully.

Ola Hassan, Sudan, Communication Assistant, RES4Africa Foundation



Directors

Prof. Damiano PALANO, Director Political Science Department, Founder and Director Polidemos, Università Cattolica del Sacro Cuore

Prof. Federica OLIVARES, Founder and Director of the Master Program, Director International Program in Public and Cultural Diplomacy, Università Cattolica del Sacro Cuore

Coordinator

Maurizia GARZIA, Senior international academic administrator

Past internships

Ministry of Foreign Affairs – Italy; Ministry of Cultural Heritage – Italy; ENI; ENEL; Intesa Sanpaolo; Cassa Depositi e Prestiti; Gallerie degli Uffizi, Florence; Museo Nazionale Romano, Palazzo Altemps; RAI; IAI - International Affairs Institute; ECFR – European Council on Foreign Relations; FAO – Food and Agricultural Organization, United Nations; Unesco; UNIDO - United Nations Industrial Development

Organization; ENEL – Res4Africa Foundation; Edelman; Futurebrand; The Branding Letters; Lord Cultural Resources; Musement; TAG - Talent Garden; UNIDROIT; Festival della Diplomazia; Fondazione Santagata; Venice Sustainability World Capital Foundation; International Private Committees for the Safeguard of Venice; Stauffer Foundation; EMMA4Peace.



At a glance

Program Type

First Level Specializing Master's program
("Master Universitario di primo livello")

Language of instruction

English

Duration

October 2023 – October 2024:

October - May: classes and exams

June - September: project work and internship

Total ECTS

60

Entry requirements

Bachelor's or Master's degree

English proficiency

Strong motivation

Professional or semi-professional experience
in Cultural and Diplomatic Institutions are
positively evaluated

Application deadline

June 30, 2023 for applicants with non Italian
Bachelor's Degree that need a visa to enter Italy.

September 20, 2023

- ▲ for students with Italian Bachelor's Degree
- ▲ for applicants with non Italian Bachelor's
degree that do not need a visa to enter
Italy

Application procedure

The admission and selection process starts
from February 2023.

Applicants will be required to submit an
on- line application form along with their
supporting documents:

- ▲ copy of qualifications (**Bachelor's or
MsC** degrees, license, baccalaureate)
- ▲ certificate of **Bachelor's, Master's** de-
gree/degree examinations (transcript)
- ▲ certified translation of diplomas (if the
documents are not already in Italian, Eng-
lish, French, German or Spanish)
- ▲ curriculum vitae
- ▲ letter of motivation drafted by the candi-
date
- ▲ copy of passport / ID document

More information:

Tuition fee:

€ 10,000

Partial and total tuition fee scholarships are
available.

The ASERI difference

Since 1995, ASERI has been focusing on the deep changes in the global economic and political environment, from the beginning of globalization to recent dynamics. ASERI's students come from all over the world and have different cultural backgrounds and ages. ASERI international faculty offers courses and seminars in high level postgraduate training programs, combining theory and practice, lectures and group work, scientific training and professional enhancement. ASERI alumni are now professionals working in all continents for international organizations, multinational firms, academia and research centers, financial institutions, national and supranational public administrations and NGOs.

The Master's Network



INTESA  SANPAOLO



Venice Office
Regional Bureau for Science
and Culture in Europe



FutureBrand



Contacts

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